Effective marketing strategy: analysis of advertising appeals and NCT Dream brand ambassadors through brand image mediation on Somethinc product purchase intention

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Article Info

ABSTRACT

The aim of this research is to determine the influence of advertising appeals and brand ambassadors on purchase intention with brand image as an intervening variable in certain consumers aged 17-25 years in Bandung City. The research method used in this research is a quantitative method, with Structural Equation Model (SEM) analysis techniques using SMART PLS software. The sampling technique in this research used a purposive sampling technique, the number of samples obtained was 384 respondents. The results of the research show that the advertising appeals variable on brand image has no significant effect, while the brand ambassador variable on brand image has a significant effect, the advertising appeals, brand ambassador and Brand Image variables have positive and significant results on Purchase Intention . However, the results of advertising appeals testing on purchase intention through brand image did not have a significant effect. Meanwhile, brand ambassadors have a significant influence on purchase intention through brand image. The conclusion in this research is that the advertising appeals, brand ambassadors, brand image of some products are very good, consumers believe that some products are a reliable company.

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Introduction

The growth value of the beauty industry in the world is getting bigger and increasing, based on the Common Thread Collective report, the market value of the beauty industry in 2021 is US $ 511 trillion. This value is higher than the previous year in 2020, which was US $ 483 trillion. These reports are combined based on data from L'Oreal (2020), Repost Globe (2021), and Statista (2021). The growth opportunities for the beauty and personal care industry will be even greater. It is estimated that by 2025 the beauty industry will be able to generate revenues of up to US $ 784.6 trillion. In general, the annual growth rate is 4.75% (commonthreadco-com). It can be known that the beauty industry is divided into three fields including cosmetics, skin care, and perfume. The highest growth occurred in cosmetics 32%, followed by skin care 17.7%, and perfume 13.7%.

Thus, it is undeniable that the development of the beauty industry, especially in the field of skin care or skin care, in Indonesia has experienced significant growth. This is in line with the views ofGunawan et al., (2022)which states that Indonesia is a potential market for business people in the beauty industry, both from

within and outside the country. The main determinants are the large population and rapid growth, creating attractive opportunities for a wide range of products, including cosmetic products such as skincare. In addition, the increasing interest from the public towards the use of skincare products has contributed to strengthening Indonesia's position as a promising market in the beauty sector.Top of Form

The high public interest in skincare products is followed by skin care trends that have recently become a concern in the beauty industry market. In fact, during the pandemic, the trend of the cosmetic industry in the country in 2021 actually experienced significant growth and had a direct impact on high consumer demand to reach 70 percent, making Indonesia considered as one of the largest skincare markets in the world (Daerah.sindonews.com, 2021). Intense competition requires the persistence of business actors to continue to create the characteristics of their products, both in terms of packaging, types, and materials used so that they can win consumer buying interest. According toNova (2009),business actors need good planning in order to maintain consumer trust in products. Skincare products produced using quality ingredients will attract more consumers' attention and decide to buy Research byRafika & Sulistyowati (2020)shows that there is an influence of product quality on consumer purchasing interest, meaning that product quality must be maintained properly in order to survive in a tight market competition. Consumer interests and purchasing decisions depend on the company's strategy in marketing products(Purwati &; Cahyanti, 2022).

Marketing is generally seen as a task to create, introduce, and deliver goods and services to consumers and companies(Rusydi, 2018).Meanwhile, according to Abdullah and Tantri, marketing is a total system of business activities that are planned to plan, price, promote, and distribute goods that can satisfy desires and services to both current and potential consumers(Abdullah, T., & Tantri, 2016). One of the influences of the rise of beauty in Indonesia is due to the increasingly global Korean culture, namely K-Pop (Korean Pop) and K-Drama (Korean Drama). In 2019, Indonesia ranked number 4 with a total of 53% respondents who showed interest in using products and services from South Korea. Products and services used include cosmetics, electronics, language learning, and travel to the country. KOFICE measures this interest as one of the impacts of the development of the Korean Wave through dramas, films, music, and other entertainment shows(Kofice.or.kr, 2020).

The Korean Wave in Indonesia is gradually predicted to increasingly affect the habits and even lifestyles of Indonesian people, especially adolescents and early adults ranging from the age of 13 to 35 years. The impact caused by this influence is likely to affect consumer behavior in the purchase decision making process of a particular product(Republika.co.id, 2021).Many people are turning their eyes to see how artists and idols from South Korea take care of their bodies to the near-perfect stage, which everyone wants to have. This also ultimately makes various cosmetics from Korea sell well in the Indonesian market (Yesinia in Beautynesia, 2016). Therefore, many beauty products want to collaborate or cooperate with artists from South Korea to promote products(Ahmad, 2022).

Various ways are done by companies to communicate their products to consumers so that consumers are interested in buying these products. The strategy carried out is by making advertisements, a touch of advertising on a product is expected to cause interest in the product presented through advertising. Advertising appeals can be used as a basis for preparing creative advertisements. Creative, unique and interesting advertisements will make it easy for people to remember and pay attention to the content of advertising messages. The effectiveness of communication depends on how well the message is expressed. Creative strategy is one way marketers translate their messages through informational (rational) or transformational (emotional) appeals(P. and KLK Kotler, 2016).Aristotle identified elements that until recently became the foundation of persuasive communication, namely ethos (convincing communicators), logos (rational message appeal) and pathos (emotional message appeal) (Smith, 2017). In communicating in an advertisement, the company also needs a company "face" to convey the message. Celebrity endorsers are chosen to represent the company. With the use of celebrity endorsers, it is expected to attract more masses so that promotion can be carried out widely in a short time(Syafikarani &; Deanda, 2021).

According to Hasanah's research (2023), the sale of skincare products is also carried out at shopee, Bukalapak, Lazada, tiktok shop as well so that it can attract the interest and attention of the wider community and provide testimonials so that the public is more interested and provide giveaways or attractive prizes to attract customers or consumers out there. Because by selling online and doing live to attract customers, the turnover received also increases and this skin care product can become famous outside cities and Asian countries(Hasanah &; Nurbaiti, 2021). Buying and selling transactions without being constrained by transportation and ease in choosing and comparing the price of a product. In transacting online, the first thing buyers consider to shop online is a trust in the site that provides online service facilities and sellers who are on the site. A trust is very important in online shopping, because in E-commerce there is a lack of physical contact of consumers with products so that consumers cannot supervise the purchase process.(Irzani et al., 2022).

Through social media Instagram @somethincofficial shows that the content uploaded creates Electronic Word of Mouth because it can influence consumers in purchasing products, namely through positive and negative information provided from other consumer comments through social media such as Twitter, Instagram,TikTok and YouTube. With the existence of social media, it makes it easier for sellers to show photos or catalogs of their merchandise, in this case the process indirectly forms a series of marketing communications, one of which is in the sale of collaborative products between Something and NCT Dream which are very quickly sold and get positive comments on Somethinc's social media accounts. Not only that, consumers will also get a free photo card of NCT members, as it is known that most K-Pop fans have a habit of collecting their idol's belongings, because the product Brand Ambassador is a K-Pop idol, many NCT (Nctzen) fans are fighting to get the product package.

Buying interest in Indonesian people certainly varies both in terms of age, interests, and hobbies. E-commerce is one of the service providers to meet people's needs easily in one application. Of course, there are many enthusiasts and also many competitors who want to enter this business, but Tokopedia has always been number one in attracting Indonesian enthusiasts, this is proven by several quarters in 2019. in Q1 2020 in January to March E-commerce still ranked 2nd and in Q2 2020 in April to June also still showed 2nd rank where this of course is still less competitive in the number of visitors per month in Q1 2020 and Q2 2020.   Thus, there is a decrease in visitors in one of the E-commerce from the start of the BTS brand ambassador which occupies famous K-pop and many awards, but when working with BTS, the Q4 2019 data from October to Q2 2020 that has been presented indicates a problem for the company in attracting consumer interest.

Brand imageis also an important factor in determining consumer purchasing decisions, where sometimes consumers when buying products do not care about the price but only look at the brand or brand of the product, so the need to create a good brand image in the eyes of consumers is very important. A positive consumer image of a brand will be more likely for consumers to make purchases.Kotler & Keller (2008)explain that a brand is a symbol, sign, design or combination of sellers that is used as a characteristic and distinguishes from competitors. Brand image is an arrangement of associations that are in the minds of consumers on certain brands that are generally structured as one meaning. The connection to a brand can be strong when it is based on information and experience (Aaker &; Biel, 1991). Brand image is explained as the beliefs or assumptions that consumers form and reflect on relationships in the minds of consumers (Kotler, Philip., Keller, 2013).

The existence of this brand image is the most important role, of course, in determining purchase intentions because the existence of this brand image makes it easier for consumers to recognize the products on the market and of course the brand image attached to the product must certainly be held accountable as well as possible because if the brand (brand) cannot maintain the image (image)) The result is that the brand will lose trust from its consumers / customers(Sari, 2022)Brand image can create good consumer awareness and trust in services and products. According toMawardi (2015)a company needs to have a good brand image, because brand image is one of the company's assets, because it can affect consumer impressions. Similar research has also been conducted byFaradasya & Trianasari (2021)which revealed that there is an influence from the brand ambassador and brand image of the Stray Kids Boygroup to improve purchasing decisions on Shopee e-commerce through a hypothesis test. While the partial test does not bring any effect.

Building a direct marketing strategy is believed to increase consumer trust in the product and can influence consumers about a product. One of the company's strategies in increasing consumer buying interest is to use the services of brand ambassadors. Brand ambassadors can be interpreted as tools used by companies to communicate that can connect with consumers. According toBarnes & Lea-Greenwood (2018),brand ambassadors as a tool that can be used by companies to communicate and connect with the public or the general public and about how they are expected to increase the company's sales. Meanwhile, according toFirmansyah (2019),a brand ambassador is someone who has a passion for the brand, wants to introduce it, and even voluntarily provides information about the brand.

One of the reasons for taking this title is because now there are so many people in Indonesia who are interested in Korean culture and make it a trend in the current era ranging from music, drama, fashion, to cosmetics. With that trend, there are so many entrepreneurs who build businesses involving Korean artists, Cosmetics are also in great demand by people from teenagers to adults so that a lot of cosmetic products sell skincare that follows the style of people from Korea. This research reveals the relevance of fierce business competition in the skincare industry, where good planning is needed to maintain consumer trust, especially with attention to product quality. The influence of Korean culture, especially through K-Pop and K-Drama, has influenced the buying interest of Indonesian people, especially teenagers and early adulthood. Marketing strategies such as advertising appeals, the use of brand ambassadors, and the formation of brand image are key in influencing consumer purchasing decisions. Through this research, the author aims to understand the correlation between advertising appeals, brand ambassadors, and brand image and their impact on consumer

purchasing behavior towardsSomethinc Skincare products in Bandung City, with the hope of providing strategic insights for the marketing of skincare products, especially for young consumers aged 17-25 years.

Advertising Appeal is defined as a strategy to grab or capture attention from people to persuade them to buy goods or services (Bhasin H., 2021). By providing the benefits consumers seek from advertising, advertising has developed two important appeal strategies: rational (or utility) and emotional appeals (Zhang et al., 2014). Based on the previous presentation, the author is interested in examining whether there is a correlation on advertisingappeals, brand ambassadors and brand image, whether NCT Dream advertising appeals have a partial influence on purchase intention, whether NCT Dream brand ambassadors have a partial influence on purchase intention, whether brand image has a partial influence on purchase intention behavior and whether advertising appeals, NCT Dream brand ambassadors through brand image affect purchase intention behavior on Some Skincare products in young consumers aged 17-25 years in Bandung City.

Hypothesis is a conjecture on something where it is required to check the allegation (Sudjana, 2002). It can also be defined as a temporary answer to the problem statement that has previously been prepared in research. This study also contains several hypotheses as follows: 1) the influence of advertising appeals on Something's brand image on young consumers aged 17-25 years in Bandung City; 2) the influence of NCT Dream brand ambassadors on Something's brand image for young consumers aged 17-25 years in Bandung City; 3) the influence of advertising appeals on Something's purchase intention on young consumers aged 17-25 years in Bandung City; the influence of NCT Dream brand ambassadors on Something's purchase intention for young consumers aged 17-25 years in Bandung City; the influence of brand image on Something's purchase intention for young consumers aged 17-25 years in Bandung City; the influence of advertising appeals on purchase intention with brand image as an intervening variable in something in young consumers aged 17-25 years in Bandung City; the influence of brand ambassadors on purchase intention with brand image as an intervening variable in something for young consumers aged 17-25 years in Bandung City.

Method

The author conducted research using two types of approaches, namely descriptive research and causality. Respondents who met the criteria, such as residing in Bandung City, aged between 17-25 years, and had purchased Skincare Somehinc products, were asked to fill out the questionnaire via the Google Form platform. In the context of this research, primary data was obtained through the use of a questionnaire distributed online. The data collected from this questionnaire will be the basis for analysis and interpretation in order to answer the research questions. In the context of this research, secondary data was obtained from sources such as national and international journals, reference books, literature studies, articles, and previous research relevant to the research topic which includes advertising appeals, brand ambassadors, purchase intention, and brand image. These data can not only provide broader context for current research but also support the interpretation and analysis of primary data collected directly by researchers.

This research utilizes three types of variables, namely independent variables, dependent variables and mediating variables. The following is a brief explanation of the three types of variables. In this research the independent variable is advertising appeals (X1) (Bhasin H., 2021) and brand ambassador (X2) (Barnes, L., & Lea-Greenwood, 2018). In this research, the dependent variable is Purchase Intention (Y) (Abzari, et al, 2014). Mediating variables can help identify how or why the independent variable affects the dependent variable. In this research, the mediating variable is brand image (Z) (Tjiptono, 2011). The Likert scale rating system used in this research refers to five answers with a value of 1 to 5.

The population used by researchers based on determining the object in this research is consumers of Somethinc Products who have purchased Somethinc products in unknown quantities. The nonprobability sampling technique used in this research is purposive sampling. Researchers will distribute questionnaires to respondents who have purchased Somethinc products in Bandung City who were selected as samples. Considering that the number of samples is not known with certainty, the formula needed to determine the number of samples is to use the Lemeshow formula by Stanley Lemeshow in Riyanto & Hatmawan (2020) with the following criteria: knowing the Somethinc brand; know about Somehinc Skincare products; know the advertising appeals and brand ambassadorship carried out by Somethinc; domiciled in Bandung City; consumers of Somethinc Skincare products at Store Bandung;; Have you ever used Somethinc Skincare products? Based on the sample calculation results, the figure obtained was 384.16 for the minimum sample size, but these results were rounded up to 384 respondents.

Validity test using convergent validity. The practical rule used to test convergent validity in confirmatory and exploratory research, effectiveness must be more than 0.7 and the average variance extracted (AVE) value is greater than 0.5 (Abdillah, 2019). Based on the results of the validity test carried out by the author using

SmartPLS 3 with 30 respondents, cross landing results were obtained for each variable, namely advertising appeals (X1) with 8 valid items of more than 0.7. The variable brand ambassador (X2) with 11 valid items, Purchase Intention (Y) with 8 valid items, and Brand Image (Z) obtained 11 valid items. From these results, it can be concluded that the statements of the proposed variables are valid and suitable for use at a further stage in this research. In this research, two methods were used to test reliability using the partial least squares (PLS) method, namely Cronbach's alpha and Composite Reliability.(Ghozali & Imam, 2018). Cronbach's alpha and Composite Reliability usually provide values between 0 and 1, where higher values indicate better levels of reliability.

In this research, the author used a questionnaire where each statement had five possible answers, and respondents had to choose one of the five possible answers. From the answers obtained, they are then developed to become evaluation criteria for each presentation item. The evaluation criteria for each statement item is based on percentages. The next analysis uses the Structural Equation Model to account for measurement errors in testing(Sholihin & Ratmono, 2021). According to Solimun, et al. (2019), Structural Equation Model is an analysis that is based on a set of data and is carried out by changing indicators (reflective, formative and mixed) as well as relationship models between latent variables (recursive and non-recursive). The aim is to show the importance of the modeling, and if it is not correct, the analysis results can be biased. Next, the measurement model is part of the structural equation model which focuses on the specification of indicators (observable variables) for each construct variable.Next, eStructural model valuation is carried out to predict the relationship between variables in research which will explain how much the independent variable is able to explain the dependent variable (Toni & Anggara, 2021).

Results and Discussions

Descriptive Analysis Results
Respondents' Responses Regarding Advertising Appeals

Table 1. Respondents' Responses Regarding Advertising Appeals

No	Statement	Alternative Answers					Score Total	Score Ideal	(%)	Category
		STS	T.S	N	S	SS				
1.	Somehinc product advertisements provide a lot of information about the benefits of the product	0	0	34	175	175	1677	1920	87.3	Very good
2.	Somethinc product advertisements provide a lot of information about the product's advantages	0	0	23	246	115	1628	1920	84.8	Very good
3.	Somethinc product advertisements make people have hopes/dreams about using the advertised product.	0	0	38	256	90	1588	1920	82.7	Good
4.	Somehinc's product advertisements display advantages that are different from those shown in competitors' product advertisements.	0	0	24	281	79	1591	1920	82.9	Good
5.	Somethinc product advertisements use clear information, which is easy to understand, so it is more trustworthy	0	0	23	247	114	1627	1920	84.7	Very good

No	Statement	Alternative Answers					Score Total	Score Ideal	(%)	Category
		STS	T.S	N	S	SS				
6.	Somethinc product advertisements display consumer survey evidence of benefits, or laboratory test results.	0	0	11	254	119	1644	1920	85.6	Very good
7.	Somethinc product advertisements show skin problems that can occur in everyday life.	0	0	12	252	120	1644	1920	85.6	Very good
8.	Somehinc product advertisements show solutions to existing skin problems.	0	0	11	286	87	1612	1920	84.0	Good
	Total						13011	15360	84.7	Very good

Advertisement Provides a Lot of Information on Product Benefits (87.3 - Very Good):
From a marketing management perspective, Somethinc advertisements were successful in conveying product benefit information. Providing rich details regarding product benefits can be considered an effective marketing strategy. A high value in the score reflects the advertising's success in persuading consumers about the added value provided by Somehinc products. According to research (Santoso & Larasati, 2019)Advertisements must be stated in a way that relates to their needs, desires, and what consumers value from marketers. This is because consumers actually buy the benefits of a product, not the symbol or attributes.

Advertisement Provides Lots of Information on Product Advantages (84.8 - Very Good):
In the context of marketing management, conveying information about product advantages is very important. A high score indicates that advertising is successful in communicating the advantages of Somehinc products to consumers. This can be interpreted as an effective strategy for forming positive perceptions of brands and products. Based on previous research(Astuti, 2017), it can be concluded that advertising has a significant role in providing in-depth information about the advantages of a product. This research shows that through the medium of advertising, companies are able to effectively convey details about superior features, benefits and added value of products to consumers, making a positive contribution to their understanding of the advantages of the product.

Advertising Creates Hope/Dreams for the Product (82.7 - Good):
Creating hopes and dreams regarding product use is part of marketing efforts to build consumer motivation. Despite good scores, marketing management needs to continue optimizing strategies to create a stronger drive for purchase. According to research(Salim, 2022)Advertising is able to raise aspirations and beliefs that the product can fulfill consumers' needs and desires, forming a positive image of the experience of using the product in consumers' minds.

Ad Shows Different Advantages Over Competitors (82.9 - Good):
In marketing management, differentiation is the key to differentiating products from competitors. A good score indicates that the Somethingnc ad is able to present unique advantages that differentiate it from competing products. Marketing management needs to continue to monitor and optimize this differentiation strategy. Based on previous research(Nurani & Haryanto, 2010), advertising has proven effective in highlighting different advantages over competitors. Through advertising, companies are able to strategically highlight the unique features and benefits that differentiate their products from those offered by competitors, creating a clear understanding of the added value the product has in consumers' minds.

Ads Use Clear, Easy-to-Understand Captions (84.7 - Very Good):
The use of clear and easy to understand information in advertising has a direct impact on consumer trust. Marketing management that successfully communicates information clearly can build a strong brand image. A high score indicates that Somethinc ads have an effective communication strategy. Study(Chandra & Aulia, 2022)shows that advertising tends to use simple language and clear images to effectively convey information about the product to consumers, facilitating a quick and accurate understanding of the advantages of the product being offered.

Advertisement Shows Evidence of Consumer Survey/Laboratory Test Results (85.6 - Very Good):
Showing scientific evidence, such as consumer survey results or laboratory tests, is a powerful marketing tactic. A high score shows that the Somethinc advertisement succeeded in building the credibility of its product through real evidence. Marketing management can continue to explore ways to strengthen evidence elements in marketing campaigns. Based on research(Mujahidy et al., 2020), advertisements often show evidence of consumer surveys or laboratory test results as support for the claims or advantages of the advertised product. This shows that the use of empirical data can strengthen consumer confidence in products, as well as increase the credibility of the messages conveyed in advertising.

Ads Showing Everyday Skin Problems (85.6 - Excellent):
In marketing management, identifying problems faced by consumers every day is a strategic step. Somethinc's ads successfully highlight relevant skin concerns, creating a connection to consumer needs. This strategy can continue to be implemented to maintain brand relevance with consumers. Based on research(Rimbardi et al., 2021), advertising tends to present everyday skin problems as situational examples in an effort to clarify the relevance of skin care products to consumer needs. This confirms that advertising effectively identifies and associates products with problems that consumers frequently face, highlighting the importance of the solutions offered in meeting their skin care needs.

Ads Showing Solutions to Skin Problems (84.0 - Good):
Presenting solutions to skin problems in advertising is a proactive step from a marketing management perspective. A good score shows that the Somethingnc ad succeeded in presenting a solution that consumers considered good. In developing subsequent strategies, focus can be placed on further communicating the value and practicality of the solutions offered. Study(Arwanda et al., 2021)shows that advertising has an important role in identifying common skin problems experienced by consumers and highlighting skin care products as effective solutions to overcome these problems.

Respondents' Responses RegardingBrand Ambassadors
A description of respondents' responses regarding the Advertising Appeals variable on Something in Bandung City is as follows.

Table 2. Respondents' Responses RegardingBrand Ambassadors

No	Statement	Alternative Answers					Score Total	Score Ideal	(%)	Category
		STS	T.S	N	S	SS				
1.	In my opinion, Boy Group NCT Dream provided support when they became brand ambassadors in the Somethingnc advertisement	0	0	95	128	161	1602	1920	83.4	Good
2.	In my opinion, Boy Group NCT Dream mastered the material when they became brand ambassadors in the Somethingnc advertisement	0	0	92	138	154	1598	1920	83.2	Good
3.	In my opinion, the Boy Group NCT Dream is suitable to be the Somethinc brand ambassador.	0	0	59	223	102	1579	1920	82.2	Good
4.	Boy Group NCT Dream gives confidence in using Somethingnc.	0	0	92	39	253	1697	1920	88.4	Very good
5.	NCT Dream deserves to be an advertising star	0	0	92	123	169	1613	1920	84.0	Very good

No	Statement	Alternative Answers					Score Total	Score Ideal	(%)	Category
		STS	T.S	N	S	SS				
6.	because they have a cheerful character. NCT Dream deserves to be an advertising star because they are enthusiastic when conveying product information.	0	0	57	220	107	1586	1920	82.6	Good
7.	NCT Dream as a boy group has a good personality in the eyes of society.	0	0	97	25	262	1701	1920	88.6	Very good
8.	NCT Dream is a boy group that has attractive visuals or appearance.	0	0	96	115	173	1613	1920	84.0	Very good
9.	NCT Dream is a reflection of the youthful soul of today's teenagers.	0	0	96	126	162	1602	1920	83.4	Good
10.	Boy Group NCT Dream has the ability to attract the attention of the public.	0	0	98	126	160	1598	1920	83.2	Good
11.	In my opinion, NCT Dream is a popular boy group, including the products that NCT Dream advertises will become famous in society.	0	0	98	134	152	1590	1920	82.8	Good
	Total						**17779**	**21120**	**84.2**	**Very good**

NCT Dream Provides Support As Brand Ambassadors In Somethinc Advertisement (83.4 - Good):
According to marketing management theory, collaboration with celebrities or public figures can have a positive impact on brand image. A good score indicates that NCT Dream is successful in providing effective support as brand ambassadors, perhaps in a way that builds a positive association between the group and Somethingnc's products. Study(Indriningtiyas, 2022)shows that the involvement of brand ambassadors in advertising can increase consumer identification with the brand, create a more personal relationship, and increase consumer trust in the product or service being promoted.

NCT Dream Masters Material As Brand Ambassadors In Somethinc Advertisement (83.2 - Good):
Mastery of material by brand ambassadors can increase consumer confidence in the product. A good score shows that NCT Dream has succeeded in communicating product information well, in accordance with marketing management theory which emphasizes the importance of brand ambassador credibility and knowledge. Based on research(Tobing et al., 2010), mastering the material as a brand ambassador in advertising has proven to be a crucial factor in strengthening brand credibility. This research shows that brand ambassadors who have a deep understanding of the product or service they are promoting tend to make a more convincing impression on consumers, increase their trust in the brand, and strengthen the relationship between the brand and consumers.

NCT Dream Suitable as Brand Ambassador Somethingnc (82.2 - Good):
The compatibility between brand ambassador and brand is a key factor in marketing management. A good score indicates that the respondent's assessment of NCT Dream's suitability as Somethingnc's brand ambassador is quite positive, showing a positive correlation between this group and the advertised product. Study(Irzani et al., 2022)emphasized that brand ambassadors who match Somethingnc's values, image and target audience have the potential to increase the brand's appeal, strengthen connections with consumers, and increase trust in the products or services offered.

NCT Dream Gives Confidence To Use Somethinc (88.4 - Excellent):
Trust is a critical aspect in consumer purchasing decisions. A very good score indicates that NCT Dream has succeeded in building a high level of trust in Somehinc products. Marketing management can take advantage of this to strengthen the brand's image and position in the market. Based on research(Hasanah & Kusuma, 2023), it was found that giving consumers confidence to use the product is an effective strategy in improving the relationship between brands and consumers. This research confirms that when consumers feel trusted to use a product, they tend to feel more confident in their purchasing decisions, increase brand loyalty, and have the potential to become loyal brand advocates.

NCT Dream Deserves To Become An Advertising Star Due To Their Cheerful Character (84.0 - Very Good):
Featuring cheerful characters in advertising can increase consumer appeal and engagement. The excellent score indicates that the cheerful character attributes of NCT Dream were successfully infused in the advertisement, in accordance with marketing management theory which emphasizes the importance of emotions and brand appeal. Study(Soesatyo & Rumambi, 2013)confirms that individuals with a cheerful character tend to have a positive impact on the brand image in advertising, build closer relationships with the audience, and increase the appeal and memory of the message conveyed.

NCT Dream deserves to be an advertising star because they are enthusiastic when conveying product information (82.6 - Good):
Passion in conveying product information can influence consumer perceptions of the brand. A good score shows that NCT Dream succeeded in displaying enthusiasm in the advertisement, creating a positive impression in accordance with marketing management theory which emphasizes the importance of involvement and excitement. Based on research(Nur Hayati, 2019), the characteristic of being enthusiastic when conveying product information has been proven to be a sufficient quality to become an advertising star. This research confirms that individuals who convey product information with enthusiasm tend to attract more consumers' attention, increase their involvement in advertising, and increase positive impressions of the brand represented.

NCT Dream as a Boygroup Has a Good Personality in the Eyes of Society (88.6 - Very Good):
The personality and positive image of a celebrity can create goodwill for the advertised brand. A very good score indicates that NCT Dream has succeeded in building a positive image in the eyes of the public, in accordance with marketing management theory which highlights the importance of brand image. Study(Soesatyo & Rumambi, 2013)shows that individuals with good personalities tend to be more respected and appreciated by society, increasing their reputation as public figures or advertising stars, and strengthening the bond between them and consumers.

NCT Dream Is a Boygroup with Attractive Visuals (84.0 - Very Good):
Attractive visuals can increase brand appeal and memorability. The excellent score shows that NCT Dream successfully utilized their visual appearance in advertising, in accordance with marketing management theory which emphasizes the importance of aesthetics and visual appeal. Having attractive visuals is a significant factor in influencing the perception and attractiveness of an entity. Study(Irzani et al., 2022)shows that attractive visuals have the potential to attract attention, create a positive impression, and increase memory of a product, service, or message conveyed to the audience.

NCT Dream Is a Reflection of the Youthful Spirit of Today's Teenagers (83.4 - Good):
Being a reflection of the youthful spirit of teenagers can create consumer identification with the brand. A good score indicates that NCT Dream has succeeded in capturing the essence of the youthful soul of teenagers, in accordance with marketing management theory which emphasizes understanding the target market. Study(Laila et al., 2021)shows that the presence of celebrities in advertising not only reflects trends and values relevant to teenagers, but also influences their perceptions of lifestyle, body image, and consumption preferences.

NCT Dream has the ability to attract attention among the public (83.2 - Good):
The ability to attract people's attention can expand a brand's reach. A good score shows that NCT Dream is able to attract the attention of the public, in accordance with marketing management theory which prioritizes visibility and public attention. Based on research(Widyaningrum, 2016), it was found that celebrities and artists who appear in advertisements have a significant ability to attract the attention of the public. This research

confirms that the presence of celebrities in advertising can be a major factor influencing consumer interest and involvement in the product or service being promoted, increasing the attractiveness and effectiveness of advertising campaigns.

NCT Dream Is a Popular Boygroup, Advertised Products Will Become Famous (82.8 - Good):
The popularity of boy groups can have a positive effect on advertised products. A good score indicates that NCT Dream is considered popular by respondents, in accordance with marketing management theory which highlights the power of brands and the influence of celebrities in product marketing. Based on research(Irzani et al., 2022), it was found that the popularity of celebrities or artists who appear in advertisements has the potential to make the advertised product famous.

Respondents' Responses RegardingPurchase Intention
A description of respondents' responses regarding the Purchase Intention variable in Something in Bandung City is as follows.

Table 3. Respondents' Responses RegardingPurchase Intention

No	Statement	Alternative Answers					Score Total	Score Ideal	(%)	Category
		STS	T.S	N	S	SS				
1.	I prefer Somehinc products to buy over other brand products.	0	0	1	264	119	1654	1920	86.1	Very good
2.	I am interested in buying Somethinc products.	0	0	1	237	146	1681	1920	87.6	Very good
3.	I would recommend Somethinc products to others	0	0		245	139	1675	1920	87.2	Very good
4.	Somethinc products are worthy of being your next skincare reference	0	0	18	239	127	1645	1920	85.7	Very good
5.	Somethingnc is a brand that dares to compete on selling price.	0	0	1	236	147	1682	1920	87.6	Very good
6.	Somethinc products are the main choice to buy	0	0	8	213	163	1691	1920	88.1	Very good
7.	The internet/search engine (co: Google, Yahoo, etc.) is my medium for getting information about Somethinc products.	0	0		246	138	1674	1920	87.2	Very good
8.	I looked for information about Somethinc products through various media sources	0	0	23	214	147	1660	1920	86.5	Very good
	Total						13362	15360	87.0	Very good

I Would Prefer Somehinc Products To Purchase Over Other Brand Products (86.1 - Excellent):
The conclusion from this statement is that respondents have a high preference for Somehinc products. In the context of marketing management, this shows the success of Somethingnc's marketing strategy in creating value and excellence that is recognized by consumers. High preference can help build long-term customer loyalty. Based on research(Ainun & Tantra, 2023), it was found that respondents tended to prefer to buy products from the Somehinc brand rather than other brands. This research confirms that Somehinc's brand image, product quality, and consumer perceptions of the value offered have had a positive impact in influencing purchasing decisions, resulting in a strong preference for their products.

I'm Interested in Purchasing Somethinc Products (87.6 - Excellent):
This statement reflects the high level of interest from consumers in Somehinc products. From a marketing management perspective, this high level of interest can be interpreted as the result of a marketing strategy that is successful in attracting attention and meeting consumer needs. Study(Sharon et al., 2018)shows that

consumers show high interest in the product, indicating that there is large market potential and opportunities for successful sales of the product.

I would recommend Somethinc products to others (87.2 - Excellent):
The conclusion from this statement is that respondents are willing to recommend Somehinc products to others. In marketing management theory, word of mouth recommendations have a major impact in building brand reputation and expanding market share. Study(Kusuma & Apriyanti, 2024)confirmed that positive experiences, satisfaction with the product, and trust in the Somethingnc brand were factors that influenced their likelihood to provide recommendations to others, strengthening the brand image and potential growth of consumer networks.

Somethinc products are worthy of being used as the next skincare reference (85.7 - Very Good):
These statements indicate that Somehinc products are considered a worthy choice in skin care. In the context of marketing management, this reflects Somethinc's success in building an image as a trusted solution in the skincare category. Based on research(Irzani et al., 2022), it was found that Somethinc products were deemed worthy of being used as the next skincare reference. This research shows that consumers view Somehinc products as a reliable option for caring for their skin, with the quality, effectiveness and suitability making them an attractive option to consider as part of their skin care routine.

Somethinc is a brand that dares to compete on selling price (87.6 - Very Good):
The conclusion from this statement is that Somehinc is considered a brand that dares to compete in terms of price. In marketing management theory, pricing strategy can be a key element in facing market competition, and this positive response indicates the success of the strategy. Study(Maulida & Maya, 2020)shows that an aggressive pricing strategy can influence consumer perceptions of product value, increase brand appeal, and enable access to wider market segments, thereby creating healthy competition in the industry.

Somethinc products are top choices to buy (88.1 - Excellent):
This statement reflects that respondents consider Somehinc products as the main choice in their purchasing decisions. From a marketing management perspective, being the top choice shows that this brand has succeeded in creating a strong preference among consumers. Based on research(Salsabila et al., 2022), it was found that Somehinc products were considered the main choice for consumers to purchase. This research shows that the Somethinc brand has a strong reputation and is considered to meet quality standards and consumer needs, so it is the preferred choice when making purchasing decisions.

Internet/search engines are a medium for obtaining information about Somehinc products (87.2 - Very Good):
The conclusion of this statement is that online media, especially search engines, is an effective information channel for Somehinc products. In marketing management, the use of digital media and the internet as promotional tools can help reach target audiences more efficiently. Based on previous research, it was found that the internet and search engines are the main media used by consumers to obtain information about Somethingnc products. This research shows that consumers tend to conduct online searches to obtain product details, reviews, and testimonials before making a purchasing decision, indicating the significant role of online platforms in the consumer information search process.

I searched for information about Somethinc products through various media sources (86.5 - Very Good):
This statement shows that respondents actively seek information on Somehinc products from various media sources. From a marketing management perspective, this activeness reflects the importance of brand presence on various media platforms to increase visibility and consumer engagement. Study(Purwanto & Sahetapy, 2022)confirmed that consumers search for information through social media, websites, online reviews, and e-commerce platforms to gain a more comprehensive understanding of products before making a purchase, demonstrating the importance of access to diverse sources of information in consumer decision making.

Respondents' Responses RegardingBrand Image
The description of respondents' responses regarding the Brand Image variable in Somethingnc in Bandung City is as follows:

Somethinc is a reliable company (84.0 - Very Good):
The conclusion from this statement is that respondents believe that Somehinc is a reliable company. In marketing management theory, consumer trust in brands and companies is the key to building loyalty. A high score indicates Somethinc's success in building an image of trust. Based on research (Salsabila et al., 2022), it was found that Somehinc is considered a trustworthy company by consumers. This research confirms that Somethinc's reputation for producing quality products, responsive customer service, and commitment to consumer satisfaction has built strong trust among its customers.

Somethinc is a company that has social responsibility (83.2 - Good):
This statement shows that respondents consider Somehinc to have social responsibility. In marketing management theory, corporate social responsibility can improve reputation and brand image. A good score shows that Somethingnc succeeded in communicating its social values effectively. Based on research(Ainun & Tantra, 2023), it was found that Somethinc is recognized as a company that has high social responsibility. This research confirms that Somethinc has been active in various social initiatives, such as environmental campaigns, charity programs, or community activities, which shows their commitment to social values and sustainability.

Somethinc's reputation in my eyes is that it is a trustworthy product (81.4 - Good):
The conclusion from this statement is that respondents value Somethingnc's reputation as a reliable product. In marketing management, brand reputation can influence purchasing decisions. Despite good scores, further efforts may be needed to improve consumer perception of the brand's reputation. Based on research(Hasanah & Kusuma, 2023), it was found that Somethinc's reputation in the eyes of consumers is as a trusted product. This research confirms that consumers' perception of Somethingnc as a trustworthy brand has influenced their purchasing decisions, reflecting consistent product quality and customer satisfaction over time.

Something has company values such as a caring attitude towards customers (81.7 - Good):
A caring attitude towards customers can increase consumer satisfaction and loyalty. Even though the score is good, marketing management can review strategies to further highlight company values that reflect concern for customers. Based on research(Irzani et al., 2022), it was found that Somehinc demonstrated company values that included a caring attitude towards customers. This research shows that Somethingnc consistently demonstrates a commitment to customer satisfaction by providing responsive service, listening to consumer feedback, and providing solutions that meet customer needs, creating a positive relationship between the brand and consumers.

Somethinc has an easy to remember symbol/logo (83.3 - Good):
Easy to remember brand symbols or logos can increase the level of brand awareness. The conclusion of this statement is that Somehinc has succeeded in creating a memorable brand identity, in accordance with marketing management principles that emphasize the importance of effective branding. Based on research(Kusuma & Apriyanti, 2024), it was found that Somethingnc has a symbol or logo that is easy for consumers to remember. This research confirms that Somethingnc's logo or symbol design has succeeded in making a strong impression in consumers' memories, facilitating brand recognition and strengthening their visual identity in consumers' minds.

Somethinc can meet my skincare usage needs (82.2 - Good):
The conclusion from this statement is that respondents feel that Somehinc products can meet their skin care needs. In marketing management, understanding consumer needs and providing appropriate solutions is a key strategy for building customer loyalty. Based on research(Salsabila et al., 2022), found that Somethingnc was able to meet my skincare usage needs. This research shows that Somehinc products match consumers' individual preferences and needs in caring for their skin, creating satisfaction and trust in the brand in their skincare product experience.

The products offered are of good quality which reflects my social class (88.0 - Very Good):
The conclusion from this statement is that Somehinc products are considered to have quality that suits the respondent's social class. In marketing management, consumer perceptions about product quality can influence brand image. A very good score indicates Somethinc's success in communicating the quality of its products. Study(Hasanah & Kusuma, 2023)confirmed that consumers identify Somethinc products as representing quality standards appropriate to their social class, increasing their confidence in using the product and strengthening their identity and self-image.

The Somehinc brand is easy to remember (86.8 - Very Good):
Easy to remember brands can increase top-of-mind awareness and consumer memory. The conclusion from this statement is that Somehinc has succeeded in creating a brand that is easy to remember, in accordance with marketing management principles which emphasize the importance of brand recall.

Somethinc products have varying prices so I can choose according to my budget (89.0 - Very Good):
The conclusion from this statement is that respondents feel that Somehinc provides a variety of prices that allow them to choose according to their budget. In marketing management, flexible pricing strategies can meet various consumer needs and increase brand competitiveness. Based on research(Ainun & Tantra, 2023), it was found that the Somehinc brand was easily remembered by consumers. This research shows that Somethinc has succeeded in creating a strong impression in consumers' memories, facilitating brand recognition and strengthening emotional ties and brand recognition among consumers.

I found Somehinc's packaging design to be very attractive (83.1 - Good):
An attractive packaging design can increase the product's appeal on store shelves. The conclusion from this statement is that Somethinc succeeded in creating an attractive packaging design, in accordance with marketing management principles that emphasize the importance of product appearance. Study(Kusuma & Apriyanti, 2024)emphasized that Somethinc's product packaging design succeeded in attracting consumers' attention, creating a positive visual impression, and strengthening the brand image in the market, influencing consumer perceptions of the quality and attractiveness of the product.

I found Somehinc's packaging design to be very easy to use (83.1 - Good):
The conclusion from this statement is that respondents consider Somehinc's packaging design to be easy to use. In marketing management, product ease of use and intuitive packaging design can enhance consumer experience and strengthen a positive impression of the brand. Based on research(Kusuma & Apriyanti, 2024), it was found that according to consumers, Somethingnc's packaging design is very easy to use. This research confirms that Somehinc's product packaging design has been well designed, considering ease of use by consumers, thereby creating a pleasant and efficient experience in using their products.

The Partial Least Square (PLS)
Measurement Model Test Results (Outer Model)
In this study, testing the measurement model (outer model) aims to determine the specification of the relationship between the independent variable, namely environmental advertisement, the mediating or intervening variable, namely environmental awareness, and the dependent variable, namely green purchase intention. Testing measurement models in oni research includes convergent validity, discriminant validity, and reliability tests. Testing the measurement model (outer model) in this study can be seen based on the calculation results in the following figure:
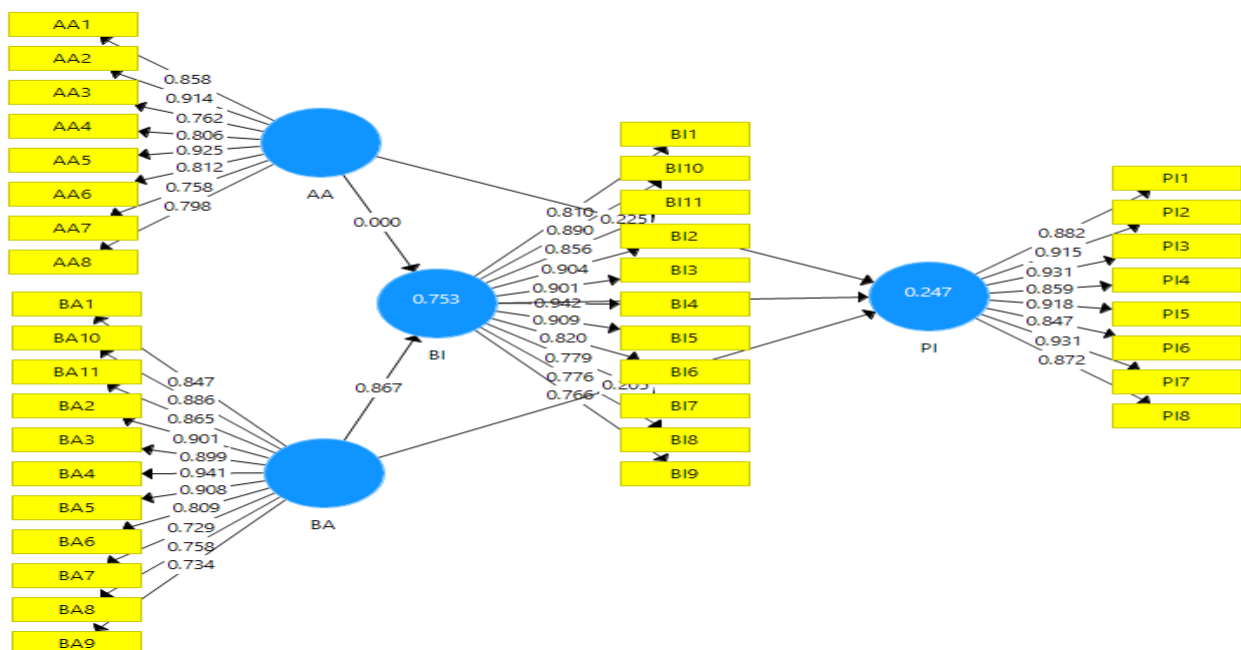

Figure 1.*Outer Model Structural Equation Modeling (Algorithm)*
*Source:*SmartPLS 3.3.9 Data Processing Results, January 22, 2024

Structural Model Test Results (Inner Model)
The inner model is a structural model used to predict causality relationships (cause-and-effect relationships) between latent variables or variables that cannot be measured directly. The structural model (inner model) describes the causality relationship between latent variables that have been built based on the substance of the theory. In structural model testing (inner model) using the help of Bootstrapping and Blindfolding procedures in SMART PLS. Tests on structural models were carried out to test the relationship between late constructs (Sekaran &; Bougie, 2016). The following is a roadmap of the internal model through the bootstrapping process in this study:
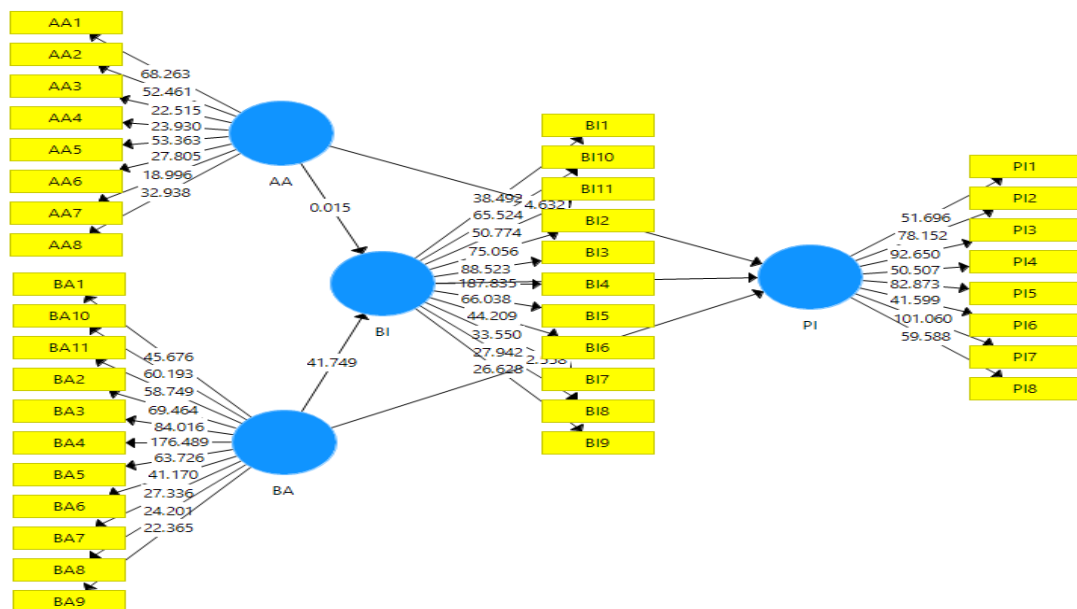
Figure 3. Full Structural Model Path Diagram (Bootstrapping)
Source: Processed primary data, 2024

Structural Measurement Evaluation

The R-Square value is the coefficient of determination for the endogeneity structure. The R-Square value is the coefficient of determination of the endogenous structure. The higher the R-Square value, the better the prediction model from the research model proposed by Ghozali (2018: 37). The following is an R-square table of data that has been processed with SmartPLS 3.0 software in this study:

Table 1. Simultaneous R-Square Value (Determination)

Variations	R2
Brand Image(Z)	0.753
Purchase Intention(Y)	0.247

Source: SmartPLS 3.3.9 Data Processing Results, January 22, 2024

Based on table 1, R Square shows the results that testing the coefficient of determination (R2) of 0.753 which can be interpreted as 75.3% of the *Brand Image* variable can be explained by the variables Advertising Appeals and Brand Ambassadors. Then the R Square variable purchase intention is 0.247 This means that the variable purchase intention can be explained by the variables Advertising Appeals, Brand Ambassador and Brand Image is 24.7%, while the remaining 75.3% is explained by other factors.

Predictive Relevance

The value to calculate how well the observed value produced by the model and the estimated parameter is called the Q-Square Value. Q-Square will be said to be less if the result is less than 0 (zero) and the model is declared to have predictive relevance and can be calculated by the formula:

$Q2 = 1 – (1 – R1^2)(1 – R2^2) … (1 - Rp^2)$

$Q2 = 1 – (1 – 0.753^2)(1 – 0.247^2)$

$Q2 = 0.97$

From these results, it can be concluded that Q2 (*predictive relevance*) has a value of 0.97 meaning that Q2 is greater than 0 (zero) which can explain that the model has a relevant predictive value.

Hypothesis test

Path coefficients are useful values in indicating the direction of the relationship to variables, whether a hypothesis has a positive or negative direction. Path coefficients have values that are in the range of -1 to 1. If the value is in the range of 0 to 1 it can be declared positive, while if the value is in the range of -1 to 0 it can be declared negative (Ghozali, 2018). Meanwhile, according to Abdillah and Hartono (2015), the path coefficient can be used to see whether or not the independent variable is influential and to find out how the direction of the relationship between the Tcalculate value and the path coefficient belongs. This study uses T-Statistics and Standard Deviation to test hypotheses as well as to determine positive and significant influences.

Table 2. Path Coefficient

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AA -> BI	0,000	0.003	0.033	0.015	0.988
AA -> PI	0.225	0.225	0.048	4,632	0,000
BA -> BI	0.867	0.868	0.021	41,749	0,000
BA -> PI	0.205	0.205	0.080	2,558	0.011
BI -> PI	0.216	0.219	0.079	2,742	0.006

*Source:*SmartPLS 3.3.9 Data Processing Results, January 22, 2024

Table 3. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
AA -> BI -> PI	0,000	0.001	0.008	0.014	0.989
BA -> BI -> PI	0.187	0.190	0.069	2,712	0.007

The influence of advertising appeals on Something's brand image on young consumers aged 17-25 years in Bandung City

H0 is subtracted and H1 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the effect of*advertising appeals*on brand image, use the statistical values that have been presented in table 2. Based on testing, the t-statistical value for the variable advertising appeals to brand image was obtained at 0.015 with a positive path coefficient value with an original sample value of 0.000 . The t-value is smaller than the t-value (0.015 < 1.96) and the p-value (0.988) > 0.05 with an insignificant positive result. So it can be concluded that H1 rejected means that the high advertising appeals owned by Some products cannot increase the brand image of Some products.

The influence of NCT Dream brand ambassadors on Something's brand image for young consumers aged 17-25 years in Bandung City

H0 is subtracted and H2 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the influence of*brand ambassadors*on brand image, use the statistical values that have been presented in table 2. Based on testing, the t-statistical value for the brand ambassador variable on brand image was obtained at 41.749 with a positive path coefficient value with an original sample value of 0.867 . The t-statistic value is greater than the t-value (41.749> 1.96) and p-value (0.000) < 0.05 with significant positive results. So it can be concluded that H2 is accepted, meaning that the high brand ambassador owned by Some products can increase the brand image of Some products.

The influence of advertising appeals on Something's purchase intention on young consumers aged 17-25 years in Bandung City

H0 is subtracted and H3 is accepted if the value of t-Statistics > t-critical and p-value < 0.05. To test the first hypothesis relating to the effect of*advertising appeals*on purchase intention, use the statistical values presented on that tab. Based on testing, the t-statistical value for the variable advertising appeals to purchase intention was obtained at 4.632 with a positive path coefficient value with an original sample value of 0.225. The t-statistic value is greater than the t-value (4.632 > 1.96) and the p-value (0.000) < 0.05 with significant positive results. So it can be concluded that H3 is accepted, meaning that the high advertising appeals owned by Some products can increase purchase intention on Some products.

The influence of NCT Dream brand ambassadors on Something's purchase intention for young consumers aged 17-25 years in Bandung City

H0 is subtracted and H4 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the influence of*brand ambassadors*on purchase intention, use the statistical values presented in table 2. Based on testing, the t-statistical value for the brand ambassador variable on purchase intention was obtained at 2.558 with a positive path coefficient value with an original sample value of 0.205. The t-statistic

value is greater than the t-value (2.558 > 1.96) and the p-value (0.011) < 0.05 with significant positive results. So it can be concluded that H4 is accepted, meaning that the high brand ambassador owned by Some products can increase purchase intention on Some products.

The influence of brand image on Something's purchase intention for young consumers aged 17-25 years in Bandung City

H0 is subtracted and H5 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the influence of *brand image* on purchase intention, use the statistical values presented in table 2. Based on testing, the t-statistical value for the brand image variable on purchase intention was obtained at 2.742 with a positive path coefficient value with an original sample value of 0.216. The t-statistic value is greater than the t-value (2.742 > 1.96) and the p-value (0.006) < 0.05 with significant positive results. So it can be concluded that H5 is accepted, meaning that the high brand image owned by Some products can increase purchase intention on Some products.

The influence of advertising appeals on purchase intention with brand image as an intervening variable in something in young consumers aged 17-25 years in Bandung City

H0 is subtracted and H6 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the effect of *advertising appeals* on purchase intention through brand image, use the statistical values that have been presented in table 3. Based on testing the t-statistical value for the variable advertising appeals to purchase intention through brand image obtained at 0.014 with a positive path coefficient value with an original sample value of 0.000. The t-statistic value is smaller than the t-value (0.014 < 1.96) and the p-value (0.989) > 0.05 with an insignificant positive result. So it can be concluded that H6 rejected means that the high advertising appeals through the brand image owned by Some products cannot increase purchase intention on Some products.

The influence of brand ambassadors on purchase intention with brand image as an intervening variable in Something for young consumers aged 17-25 years in Bandung City

H0 is subtracted and H7 is accepted if the t-Statistics value > t-critical and p-value < 0.05. To test the first hypothesis related to the influence of *brand ambassadors* on purchase intention through brand image, using the statistical values that have been presented in table 3. Based on testing the t-statistical value for the brand ambassador variable on purchase intention through brand image was obtained at 2.712 with a positive path coefficient value with an original sample value of 0.187. The t-statistic value is greater than the t-value (2.712 > 1.96) and the p-value (0.007) < 0.05 with significant positive results. So it can be concluded that H7 rejected means that the high brand ambassador through the brand image owned by Some products can increase purchase intention on Some products.

Based on the results of the researcher's analysis obtained from distributing questionnaires, respondents said that Somethingnc's Advertising Appeals were included in the very good category. This can be seen from the total score of 13011 with an ideal score of 15360 and an average score of 84.7%. This means that 84.7% of Advertising Appeals in the Skincare industry in Indonesia are considered very good and can make consumers interested and use Somethinc products, while the other 15.3% still have shortcomings and are not very interested in Somethinc products. Study(Arwanda et al., 2021)shows that advertising has an important role in identifying common skin problems experienced by consumers and highlighting skin care products as effective solutions to overcome these problems. Based on the research results, Somehinc's Advertising Appeals were rated as very good by respondents, with most consumers interested in using the product. These findings are consistent with previous research confirming the important role of advertising in identifying skin problems and offering effective solutions to consumers.

Based on the results of the researcher's analysis obtained from distributing questionnaires, respondents said that the Brand Ambassador owned by Somethingnc was included in the good category. This can be seen from the total score of 17779 with an ideal score of 21120 and an average score of 84.2%. This means that 84.2% of the Brand Ambassadors given by Somethinc are considered good and can make consumers interested and use Somethinc products, while the other 15.8% still have shortcomings and are not very interested in Somethinc products. Based on research(Widyaningrum, 2016), it was found that celebrities and artists who appear in advertisements have a significant ability to attract the attention of the public. This research confirms that the presence of celebrities in advertising can be a major factor influencing consumer interest and involvement in the product or service being promoted, increasing the attractiveness and effectiveness of advertising campaigns.

Based on the results of the researcher's analysis obtained from distributing questionnaires, respondents said that Somehinc's Purchase Intention was included in the good category. This can be seen from the total score of 13362 with an ideal score of 15360 and an average score of 87%. This means that 87% succeeded in attracting consumers to use Somethinc products, while the other 13% were still not very interested in Somethinc products.

Study(Sharon et al., 2018)shows that consumers show high interest in the product, indicating that there is large market potential and opportunities for successful sales of the product. Based on the results of the researcher's analysis obtained from distributing questionnaires, respondents said that the Brand Image owned by Somethinc was included in the good category. This can be seen from the total score of 17775 with an ideal score of 21120 and an average score of 84.2%. This means that 84.2% succeeded in attracting consumers to use Somehinc products, while the other 15.8% were still not very interested in Somehinc products. Based on research(Ainun & Tantra, 2023), it was found that the Somehinc brand was easily remembered by consumers. This research shows that Somethinc has succeeded in creating a strong impression in consumers' memories, facilitating brand recognition and strengthening emotional ties and brand recognition among consumers.

Discussion of Outer Model Test
Based on the outer model test which was carried out using the SmartPls Version 3.3.9 application, in construct validity it was found that each indicator had a loading factor value of >0.7 (Ghozali & Latan, 2015). Apart from that, it can be seen from the consistency reliability that the values of all variables are above the minimum value, namely 0.7. Meanwhile, convergent validity is above 0.5. Thus, it can be stated that each variable has good convergent validity. Furthermore, based on the reliability test, the composite reliability analysis shows a value of > 0.7 and Croanbach alpha > 0.6, which means that the instrument in this research is reliable and can be used as a measurement. In research(Puji Hastuti, 2010), it was found that the instruments used must be reliable and valid. This research confirms that the reliability and validity of research instruments are important aspects in ensuring that the data collected is reliable and accurate, resulting in reliable and meaningful findings.

Discussion of Inner Model Testing

Markdetermination (R^2) of 0.753 for the Brand Image variable indicates that 75.3% of the variation in Brand Image can be explained by the Advertising Appeals and Brand Ambassador variables. Meanwhile, purchase intention is 0.247, indicating that 24.7% of the variation in Purchase Intention can be explained by the Advertising Appeals, Brand Ambassador and Brand Image variables. A conclusion can be drawn that most of the variation in Brand Image can be attributed to Advertising Appeals and Brand Ambassadors, while a small part of the variation in Purchase Intention can be explained by these three variables, with the remainder influenced by other factors not included in the model. Based on research(Dewi & Fadli, 2022), it was found that brand image can be explained by the Advertising Appeals and Brand Ambassador variables. This research confirms that messages conveyed through various types of advertising (Advertising Appeals) and the presence of Brand Ambassadors have a significant impact in shaping brand perceptions and images in the eyes of consumers.

Discussion of Hypothesis Testing
Based on testing the t-statistical value for the advertising appeals variable on brand image, it was obtained at 0.015 with a positive path coefficient value with an original sample value of 0.000. The t-statistic value is smaller than the t-value (0.015 < 1.96) and the p-value (0.988) > 0.05 with positive results that are not significant. The mismatch between advertising appeals influencing purchase intentions but not impacting brand image can be caused by several factors. One of them is the lack of support from advertising content for the overall brand image, where focusing on aspects that are directly related to purchasing decisions can ignore the values and characteristics that form the brand image. Additionally, advertising strategies that prioritize short transactions may pay less attention to long-term brand image formation. Neglected brand image complexity, lack of branding consistency, and the influence of external factors such as previous consumer perceptions can also be contributors. A successful advertising campaign in building a strong brand image requires consistency, supportive content, and a deep understanding of the complexity of the brand image and the external factors that influence consumer perception. Chofiyatun, Siti Nur (2020) stated that the advertising attractiveness variable does not have a significant effect on brand image.

Furthermore, based on the data obtained from the analysis in the previous section, the brand ambassador variable for brand image was obtained at 41.749 with a positive path coefficient value with an original sample value of 0.867. The t-statistic value is greater than the t-value (41.749> 1.96) and the p-value (0.000) < 0.05 with significant positive results. So it can be concluded that H2 is accepted, meaning that the high level of brand ambassadorship owned by Somethinc products can increase the brand image of Somethinc products. In marketing theory, the presence and influence of brand ambassadors is considered one of the key factors in building a positive brand image in the eyes of consumers. Brand ambassadors who have a good image and are related to brand values can help strengthen consumer perceptions of Somethingnc products. Collaboration with brand ambassadors who have attractiveness and influence can increase brand credibility, build consumer trust, and ultimately improve the overall brand image. Thus, Somethingnc's strategy of using brand ambassadors can be considered a smart step in building and strengthening its brand position in the market.Aulia & Wardhana (2018)stated that brand ambassadors have a positive and significant influence on brand image.

Furthermore, based on the data obtained from the analysis in the previous section, the advertising appeals variable on purchase intention was obtained at 4.632 with a positive path coefficient value with an original sample value of 0.225. The t-statistic value is greater than the t-value (4.632 > 1.96) and the p-value (0.000) < 0.05 with significant positive results. So it can be concluded that H3 is accepted, meaning that the high advertising appeals of Somethinc products can increase purchase intention for Somethinc products. In the context of marketing theory, strong advertising appeals can influence consumer perceptions and attitudes towards products. If advertising is able to convey messages that are convincing, interesting, and relevant to consumer needs, this can stimulate purchase intentions. Effective advertising appeals can create consumer desire and motivation to try or buy the product. Thus, a strong advertising appeals strategy for Somehinc products can be considered an effective way to increase consumer interest and purchase intentions.Siddique (2020) found that the advertising attractiveness variable had a significant influence on purchase intention.

Furthermore, the brand ambassador variable on purchase intention was obtained at 2.558 with a positive path coefficient value with an original sample value of 0.205. The t-statistic value is greater than the t-value (2.558 > 1.96) and the p-value (0.011) < 0.05 with significant positive results. Brand ambassadors who have a positive image and are related to the target market can have a significant influence on consumer purchasing decisions. In marketing theory, a positive relationship between a publicly known brand ambassador and a product can create consumer trust and desire to try or buy the product. The connection between a brand ambassador and Somethingnc products can be a key driver in shaping consumer purchasing intentions, strengthening brand ties, and increasing the product's appeal in the market. Thus, the strategy of using brand ambassadors for Somehinc products can be considered an effective effort to increase consumer interest and purchasing intentions. Alifiah Sarah Mardiani (2018) stated that brand ambassadors have a positive and significant influence on consumer buying interest.

Based on testing the t-statistical value for the brand image variable on purchase intention, it was obtained at 2.742 with a positive path coefficient value with an original sample value of 0.216. The t-statistical value is greater than the t-value (2.742 > 1.96) and the p-value (0.006) < 0.05 with significant positive results. A strong brand image creates positive perceptions about the product, builds consumer trust, and increases the desire to buy. In this context, a good brand image for Somehinc products can signal to consumers that the product has quality, reliability and uniqueness that invites them to buy. Therefore, efforts to build and maintain a positive brand image for Somethingnc products are expected to stimulate and increase consumer purchasing intentions. Clifen (2016) states that brand image has a positive/significant influence on product purchase interest.

Based on testing the t-statistical value for the advertising appeals variable on purchase intention through brand image, it was obtained at 0.014 with a positive path coefficient value with an original sample value of 0.000. The t-statistic value is smaller than the t-value (0.014 < 1.96) and the p-value (0.989) > 0.05 with positive results that are not significant. Advertising appeals do not effectively reflect or strengthen Somethingnc's brand image in the eyes of consumers. If the advertising message is inconsistent with the desired brand image or if it fails to convey the values or uniqueness of the product, this can reduce its impact on purchase intentions. In addition, external factors such as competition in the market, changes in consumer trends, or responses to competitors' marketing campaigns can also influence how consumers respond to advertising appeals and brand image. Abadi, (2018) stated that brand image cannot mediate advertising attractiveness and purchasing interest.

Finally, the brand ambassador variable on purchase intention through brand image was obtained at 2.712 with a positive path coefficient value with an original sample value of 0.187. The t-statistic value is greater than the t-value (2.712 > 1.96) and the p-value (0.007) < 0.05 with significant positive results. So it can be concluded that H7 is rejected, meaning that high brand ambassadorship through the brand image of Somethinc products can increase purchase intention for Somethinc products. A brand ambassador who is viewed positively can strengthen the brand image, instill consumer trust, and provide extra appeal to Somethingnc products. When consumers see that the brand ambassador has a positive affiliation with the brand, this can increase the perception of product value and quality, which in turn can stimulate purchase intentions. Therefore, a strategy that utilizes brand ambassadors wisely, especially when they are closely related to the desired brand image, can be an effective step in building a positive brand image and increasing purchase intention for Somethingnc products.Stephanie et al., (2014)revealed that brand image mediates brand ambassadorship and purchasing interest.

Conclusions

Based on the results of the study, it can be concluded that the NCT Dream Brand ambassador variable influences Somethinc's purchase intention for young consumers aged 17-25 years in Bandung City. Thus, the strategy of using brand ambassadors on Some products can be considered an effective effort to increase consumer interest

and purchase intent. The t-statistic value is greater than the t-value (2.558 > 1.96) and the p-value (0.011) < 0.05 with significant positive results. Brand image variables influence Some things's purchase intention in young consumers aged 17-25 years in Bandung City. Therefore, efforts to build and maintain a positive brand image on Some products are expected to stimulate and increase consumer purchase intent. The t-statistic value is greater than the t-value (2.742 > 1.96) and the p-value (0.006) < 0.05 with significant positive results. Dream Brand ambassador variable does not affect purchase intention through Something's brand image for young consumers aged 17-25 years in Bandung City. Therefore, it is necessary to pay attention to external factors such as market competition, consumer trends, and response to competitor campaigns to optimize the impact of advertising appeals and brand image on consumer purchase intentions. The t-value is smaller than the t-value (0.014 < 1.96) and the p-value (0.989) > 0.05 with an insignificant positive result. Dream Brand ambassador variable influences the purchase intention through the Something brand image for young consumers aged 17-25 years in Bandung City. Therefore, a strategy that utilizes brand ambassadors wisely, especially when closely related to the desired brand image, can be an effective step in building a positive brand image and increasing purchase intention on certain products. The t-statistic value is greater than the t-value (2.712 > 1.96) and the p-value (0.007) < 0.05 with significant positive results.

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